THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRIMATI PANABAKA LAKSHMi): (a) and (b) Yes, Sir. The total expenditure for inserting the half page advertisement in staggered manner on 5th, 6th and 7 November. 2006 in leading dailies throughout the country through DAVP had costed Rs. 40,16,662/-. The main purpose for inserting the advertisement is to create awareness among the general masses about early detection and preventive measures against cancer.

(c) and (d) Usually the pictures of eminent persons and celebrities are inserted in the advertisement to draw the attention of the general masses to achieve the desired result for which the advertisment has been published.

Advertisements in media

1869 SHRI S.M. LALJAN BASHA: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to refer to answer to Unstarred Question 1878 given in the Rajya Sabha on the 11th August, 2006 and state:

(a) whether Government have decided to fully devote and earmark 40 per cent of all non-salary budget to advertisements in newspapers, T.V. and other media;

(b) whether this expenditure would, be under non-plan category;..

(c) whether it is a fact that the present model of advertisements issued by ICMR and other agencies would also include the photo of senior and middle level officers; and

(d) the full details of plans to change the format of present style of advertisements being issued frequently?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRIMATI PANABAKA LAKSHMI): (a) to (c) No. Sir.

(d) There are no such plans:

Phase-lll of AIDS campaign

1870. SHRI RAVULA CHANDRA SEKAR REDDY: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether the NACO has begun its Phase-Ill intervention;

(b) if so, the details of the work done so far during the last two years as on date, State-wise; and

(c) the results achieved so far especially in Andhra Pradesh, district-wise?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRIMATI PANABAKA LAKSHMI): (a) No, Sir.

(b) Does not arise.

(c) The Phase III of National AIDS Control Programme (NACP) is yet to start. The cumulative details of sork done/achievements in various intervention activities, like Blood Bank, Targetted Intervention advocacy and training, VCTC. PPTCT, Sexually Transmitted Diseases treatment. Care & Support centres, ART & HIV/TB for the period 2004-05 to 2006-07 (till September, 2006) in respect of Andhra Pradesh, district-wise, are given in the Annexure. [See Appendix 209 Annexure No. 2],

Indiscriminate charging by private hospitals

†1871. SHRI BASHISTHA NARAIN SINGH: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state

(a) whether Government are formulating any Bill to regulate indiscriminate sprouting of private hospitals, testing centres and laboratories in health sector,

(b) if so, the details thereof:

(c) the system in place to reign in arbitrariness of these private institutes; and

(d) the efforts Government are making in this direction so that the poor people living in rural areas could avail of these facilities and save their lives?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRIMATI PANABAKA LAKSHMI): (a) to (d) Health being a State subject, it is for the State Government to regulate the opening, functioning and arbitrariness of private hospitals, testing centres and laboratories in health sector and to make available medical facilities to the poor people living in the rural areas.

†Original notice of the question was received in Hindi.